

Application No. 10/656,865
Amendment Dated December 21, 2005
In Reply to Office Action Dated May 12, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1 -10. (cancelled)

11. (currently amended) An advertisement display for placement within a printed publication having at least one page with a first image thereon, the image having a plurality of visual elements, said advertisement display comprising:

~~a plurality of pages with at least one page having an image displayed thereon; and~~

~~a plurality of panels, each of said panels having at least one edge thereon, wherein a first panel, among said plurality of panels, and attached to said page with a printed image thereon, is coupled to at least one second panel among said plurality of panels along at least one edge of said first panel, such that said second panel is configured to be folded onto said first panel along said edge, and wherein said first and second panels further having images thereon that correspond to the image printed on said page~~

a first panel, said first panel being attached to said at least one page and having a second image, said second image being substantially identical to a portion of said first image, said second image having a first variation to at least one visual element relative to a

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corresponding visual element on said first image such that when said first panel is placed on said page over said first image, said second image on said first panel aligns with said first image;

a first edge located on said first panel; and

a second panel attached along said first edge of said first panel, such that said second panel is configured to be folded onto said first panel along said edge, said second panel having a third image thereon, said third image also being substantially identical to a portion of said first image, said third image on said second panel including a second variation relative to said corresponding visual element of said first image, such that when said second panel is placed on said page over said first image, said third image on said first panel aligns with said first image, said first and second variations to said corresponding visual element being different from one another.

12. (cancelled)

13. (cancelled)

14. (previously presented) The advertisement display as claimed in claim 11, further comprising a third panel coupled to at least one edge of said second panel, wherein said third panel is configured to be folded onto said second panel before said second panel is folded onto said first panel.

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15. (previously presented) The advertisement display as claimed in claim 11, further comprising a fourth panel coupled to a second edge of said first panel, wherein said fourth panel is configured to be folded onto said first panel before said second panel is folded onto said first panel.

16. (previously presented) The advertisement display as claimed in claim 11, wherein the coupling between said panels is formed along a solidly formed edge.

17. (previously presented) The advertisement display as claimed in claim 11, wherein the coupling between said panels is formed along a perforated edge.

18. (currently amended) The advertisement display as claimed in claim 11, wherein said panels ~~contain individual advertisements designed to~~ may be removed independently from one another.

19. (currently amended) The advertisement display as claimed in claim 18, wherein said ~~individual~~ advertisement display is ~~are~~ any one of coupons, business cards, product samples, a mailer for return mailing, and a list of store locations.